

Technical Specifications

Graphics

File Formats

We can use virtually any graphic format you provide to us. Ideally we prefer Adobe Photoshop Files (rasterized graphics), and Adobe Illustrator Files (vector graphics), for still graphics. For digital video files we prefer uncompressed digital video in DV format. If you are unsure, please ask us. We are here to help you.



Resolution

Ideally graphics that yield the best results on your final band are those at 600 dpi (dots per inch). We can accept graphics at a lower dpi of 300, but it is not recommended because it does not yield the best results for you, our customer.

Image Size

Bigger is better. We can scale down any image you provide to us without loss of information. However the same cannot be said for scaling from a small image to a larger one - the graphic will pixelate (or be 'watered down' - it's a lot like taking a can of paint and adding water to it, it may seem to go further, but the paint quality diminishes).

Band Boundaries

It is important for you to remember that your artwork must remain within the physical boundaries of the band. See Diag. A.

Band Height

The height of the finished high resolution band is 1 inch.

Band Width

The width of the finished high resolution band is 9.245 inches.

Bleed Width

The bleed width of the finished high resolution band is 9.586 inches.

Note: In all likelihood not all of the image(s) within the boundaries of this area will be visible on the final band.

Bleed Height

The bleed height of the finished high resolution band is 1.25 inches.

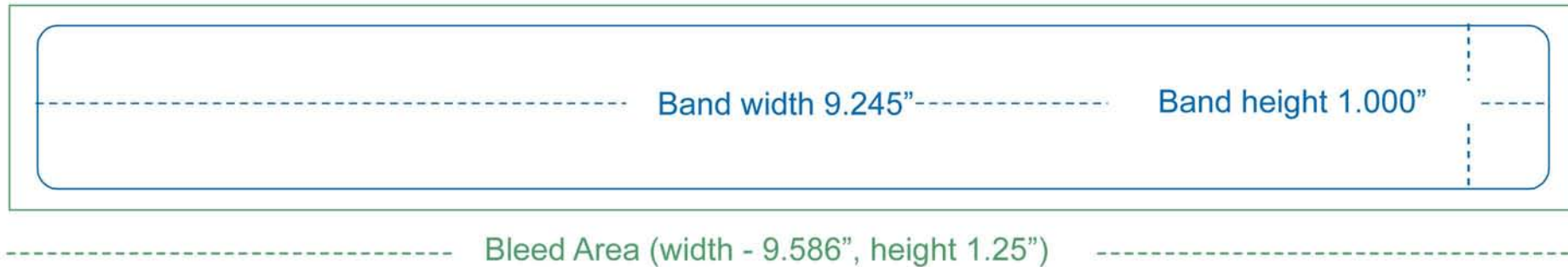
Note: In all likelihood not all of the image(s) within the boundaries of this area will be visible on the final band.

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Band Boundaries (cont)



Diagram A - WristVidZ Band dimensions

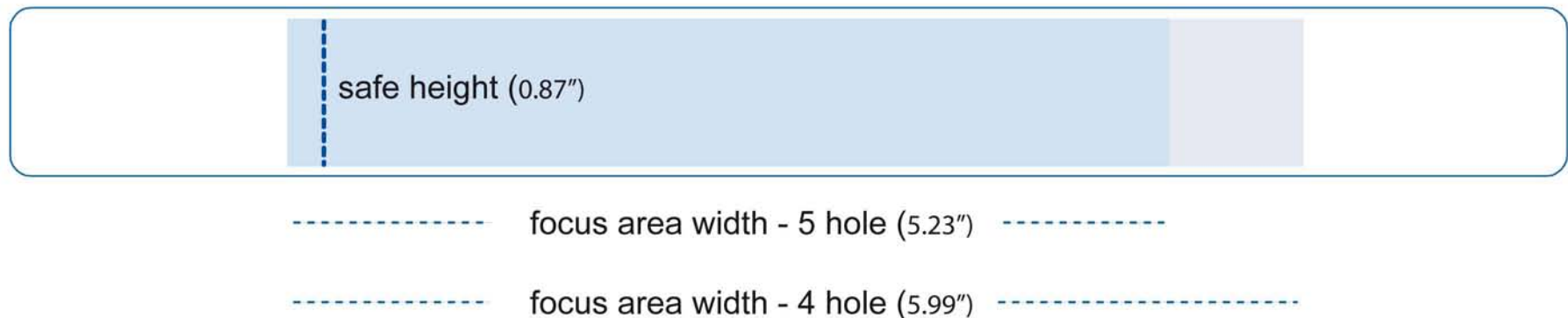


Focus Area

The height of the focus area is 0.87 inches for both 4 and 5 snap band designs. The width of the focus area for a 4 snap band is 5.99 inches and the width for a 5 snap band is 5.23 inches. See Diag. B.

Note: The focus area indicates an area where the images on your band will always be viewable on your final band. During the manufacturing process, graphics within the focus area will never be cropped or obscured.

Diagram B - WristVidZ Band focus area



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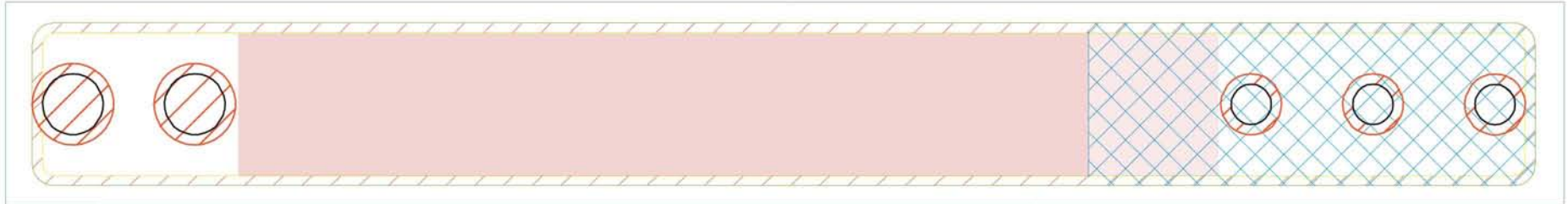
Band Boundaries (cont)



Non-Focus Areas

Some images that lie outside the focus area may be obscured or cropped during the production process. Some graphics will be cut during the production process. The WristVidZ band design takes this into account, which is why band artwork has a bleed area. Some graphics may be obscured by the snaps which are necessary to fasten the band on someone's wrist. All of these design elements are accommodated for in the production of a WristVidZ band. The cross-hatched areas on the band below indicate areas where cutting or obscuring of artwork may occur. We recommend that our clients do not place crucial design elements in these areas. See Diag.C.

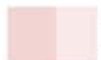
Diagram C (Non-Focus Areas)



Indicates an area where images may be cut or obscured on final band



Indicates an area where placement of snaps may obscure artwork on final band



Indicates the safe area for a 5 snap and 4 snap band respectively (images in this area will not be cut or obscured when the final band is produced).